

CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT COMMERCE PARK & SUNRAIL SUB-COMMITTEE
MEETING
FRIDAY, OCTOBER 28, 2011

A Regular Meeting of the Economic Development Commerce Park & SunRail Sub-Committee was held on Friday, October 28, 2011 in the City of Deltona's 2nd Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

1. CALL TO ORDER:

The meeting was called to order at 3:34 p.m. by Chairman Cerrato.

2. ROLL CALL:

Chairman	Joe Cerrato	Present
Vice Chairman	Roy Braddy	Present
Sub-Committee Member	Bob Desmond	Present
Sub-Committee Member	John "Jack" Kesler	Present
Staff Liaison	Jerry Mayes	Present

Also present: Mr. John Wanamaker from Coldwell Banker and George Voll, J & J Security.

3. APPROVAL OF MINUTES & AGENDA:

A. Adoption of the Minutes – September 30, 2011 and October 14, 2011.

(1) Minutes from September 30, 2011:

Chairman Cerrato asked if there were any additions or corrections to the minutes from the September 30, 2011 and there were none.

Motion was made by Mr. Braddy, seconded by Mr. Desmond to approve the minutes from September 30, 2011 as submitted.

Motion carried with members voting unanimously.

(2) Minutes from October 14, 2011:

Chairman Cerrato asked if there were any additions or corrections to the minutes from the October 14, 2011 and there were none.

Motion was made by Mr. Kesler, seconded by Mr. Braddy to approve the minutes from October 14, 2011 as submitted.

Motion carried with members voting unanimously.

B. Additions or Deletions to the Agenda.

There were no additions or deletions to the agenda.

4. WELCOME OF GUESTS & PUBLIC:

Chairman Cerrato asked Mr. Mayes to introduce the guest/advisor. Mr. Mayes stated the actual term will be Private Sector Participant and he introduced Mr. Wannamaker. Chairman Cerrato welcomed Mr. Wannamaker to the meeting.

5. CITY LIAISON REPORT:

A. Review of By-Law Revisions.

Mr. Mayes stated these are the by-laws approved by the City Commission on August 15th however they are generic by-laws that pertain to all the advisory boards and there were two items that did not come to mind at that time. He referred to Page 2, Section 3 that read each member of the advisory board shall reside within the city limits of the City of Deltona and shall serve his or her term without compensation. He stated it was noted that there are people in advisory positions on the board, sub-committees and people in the community who wish to participate as public sector participants who do not live in the City but who own commercial land or own a business in the City of Deltona. He stated this had been allowed under the original by-laws for both DEDAB and the sub-committees so, with this in mind this section has been changed to read each member shall be a resident, business owner or commercial land owner within the city limits and shall serve his or her term without compensation; this will rectify that situation. He stated the second item is under Article V, Officers and Duties regarding the resignation of officers which stated the Chair and Vice Chair must resign before anyone can be appointed and that has been changed to Chair and/or Vice Chair so that someone can be appointed upon resignation of either officer. He stated in this case where Mr. Cerrato resigned as Chair of DEDAB, Mr. Desmond as Vice Chair stepped right into the Chair position and a new Vice Chair will be elected at the December Meeting. Mr. Braddy asked if the private sector participant had to reside in the City. Mr. Mayes answered they would not as they are not members of a committee or sub-committee covered by the by-laws.

6. OLD BUSINESS:

A. Discussion on Recruitment of New Sub-Committee Members.

- (1) Wendi Jackson sends out an e-mail blast.
- (2) Lee Lopez can put on D-TV.
- (3) Lee Lopez can do Press Release.
- (4) Joyce Kent can put on Website.

Mr. Mayes stated Mr. Lopez would be attending the meeting to go over some of the things that can be done. He suggested jumping ahead to Item 7B Update on SunRail and Commercial Development until Mr. Lopez is located by staff and arrives. Chairman Cerrato stated if there was no objection he would like to move ahead to Item 7B and there was none.

Mr. Lopez arrived so the Members decided to go ahead with the discussion on recruitment of new sub-committee members. Mr. Mayes introduced Mr. Lopez who stated it would be better if the board members asked him questions. Chairman Cerrato stated the sub-committee was looking to put something on DTV, doing a press release and including information on the website. Mr. Lopez suggested an e-mail blast explaining this goes to people who have asked to receive information from the City and in the past has had around two thousand e-mail addresses. He stated we have changed service so the new service is in the process of updating the information. Chairman Cerrato asked if there were other lists that could be used such as the list of businesses that attended the business forum or through other means. Mr. Lopez stated Ms. Jackson is in the process of working on that list which contains some three thousand addresses. Mr. Mayes stated there were about twenty-five e-mail addresses received at the last business forum. He

1 stated he is working on the agenda for the City's Business Forum II which will take place on November
2 30th from 2:00pm – 4:00pm; invitations will be sent out utilizing Ms. Jackson's list. He added there will
3 be two forums; one being held in the fall will be in the afternoon and the other being held in the spring
4 will be in the morning to accommodate different schedules. Chairman Cerrato asked if we could ask for a
5 response with an e-mail address. Mr. Lopez stated since we are in charge we can set the rules letting the
6 businesses know what information we need to update our database. He stated we can ask that they provide
7 information at that time so they can be included on an active list to receive information from the City
8 when they RSVP. Mr. Mayes added in December we have a chance to send out a trifold in the water bills
9 which will mainly be a questionnaire for the other sub-committee on education but could include a
10 request for the business name and e-mail address if you would like to do so. Chairman Cerrato asked what
11 the chances were of having one side dedicated to each sub-committee. Mr. Mayes answered this one is a
12 questionnaire but they may be able to let this sub-committee have ¼ page. Chairman Cerrato asked for the
13 date they would need this information by, if they would need to contribute to it or would Mr. Mayes take
14 care of it and submit it to the sub-committee. Mr. Mayes stated he would take care of it and it would just
15 be asking businesses if they had any business updates and for contact name and information including e-
16 mail address so they could be included on the city's mailing list. Mr. Desmond asked that they also solicit
17 sub-committee members also suggesting it may be better to ask businesses for information once they
18 attend the forum rather than on the invitation. He stated he receives lots of invites with requests for
19 information and he would rather go to the event to see what it is all about and then decide whether to give
20 information or not. There was discussion regarding information falling under the sunshine law and it was
21 suggested that those who are exempt would not give information.

22
23 Mr. Lopez spoke about DTV stating that he makes a slide with the information; it gets scheduled in and
24 stays on until removed. He stated it is like an electronic press release with information such as what the
25 job is, what the duties are and a contact. He stated a press release is pretty much the same but has more
26 information and can be found in different places on the website such as under hot topics, community
27 affairs or maybe business development. Chairman Cerrato asked if there could be an ongoing page on
28 DTV and does it need to be approved by the City Manager. Mr. Lopez stated it would just need to fall
29 under the confines of government TV which means there can be no commercial content, you don't sell
30 airtime and it has to function as a message for the good of the residents. He stated you would see your
31 slide under the community bulletin board which runs when there is no regular programming running
32 recycling every 30 minutes. Chairman Cerrato asked if the sub-committee could have a slide. Mr. Lopez
33 answered yes to just run it through Mr. Mayes to the City Manager for final approval. Chairman Cerrato
34 asked if it would be better to draft something as a sub-committee or have DEDAB do it. Mr. Mayes
35 suggested it would be better for DEDAB to do it for all four topics as we need more members and
36 advisors recommending that a motion be brought up at a DEDAB meeting. Mr. Desmond stated he would
37 ask that it be included on the agenda for DEDAB. Chairman Cerrato asked about putting out a press
38 release. Mr. Lopez stated he had about 30 contacts on his media distribution list including TV,
39 newspapers, other print media and a couple of radio stations with print media being the one most likely to
40 do a press release. Chairman Cerrato asked that DEDAB consider putting out a press release along the
41 lines of what would be put on DTV. Mr. Desmond stated he would ask for that topic to be included on the
42 DEDAB agenda as well. Mr. Mayes stated if any of the sub-committee members had any suggestions for
43 content to please forward that to him.

44 45 **7. NEW BUSINESS:**

46 47 **A. Discussion on members drafting the advertisement/public announcement.**

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49 Chairman Cerrato stated he believed this topic had already been addressed and suggested looking at the
50 format at another meeting reminding everyone to send any ideas to Mr. Mayes.

B. Update on SunRail and Commercial Development.

Mr. Mayes stated Mr. Booker from Congressman Mica's office who was asked to come today to speak is unable to because of a prior commitment but would come sometime in the near future. He stated the update he had is that he along with Chairman Cerrato and Mr. Bowley will be meeting with the Florida Department of Transportation (FDOT) and Votran on November 2nd to discuss how SunRail will affect Deltona and how Deltona will affect SunRail. Mr. Desmond asked if this is going to be an interactive meeting or will FDOT and Votran be making a presentation. Mr. Mayes stated this would be a roundtable and all parties will have to support each other. Mr. Desmond suggested when meeting with them we should stress convenience to encourage riders to participate. Chairman Cerrato asked if there had been a study as to the area most of the riders would be going to because someone who is going to Seminole County or Lake Mary probably wouldn't use SunRail and no one knew of a study. Mr. Kesler suggested maybe SunRail would have that information. Mr. Mayes agreed that would be a good question for them to ask. Chairman Cerrato stated we need numbers to be able to decide on the number of facilities needed. Mr. Desmond stated he had received a packet when he joined DEDAB that may have that information and he will check it and forward any information he has to Mr. Mayes. Mr. Braddy suggested it would be helpful to have the SunRail schedule. Mr. Voll suggested doing a resident survey would help us with planning and would be worthwhile adding that the residents need to feel more involved and are part of something. He stated he had just sent out a survey for his business and recommended possibly a good approach would be for the City to look at what kind of data is needed and do a survey. Mr. Mayes suggested Mr. Voll bring in a copy of his survey with the cost involved to DEDAB so that the sub-committee and DEDAB can maybe bring the idea to the City for consideration. He suggested maybe this could be done through Economic Development and be included in the City's quarterly newsletter that goes out to the residents. Mr. Braddy suggested using the data received to determine the pick-up points. Mr. Mayes stated as part of the December mail out one question could be yes or no if SunRail was available would you use it. Mr. Wannamaker stated maybe the sub-committee was trying to put too much information in the mail out and suggested approaching Votran to help with a survey as they are the ones who will be setting up and scheduling the transportation to SunRail. Chairman Cerrato agreed with Mr. Wannamaker but suggested approaching SunRail and Votran regarding the two of them working together on a survey.

Motion was made by Mr. Braddy, seconded by Mr. Desmond for the sub-committee to approach both SunRail and Votran to do a survey of the residents of Deltona pertaining to SunRail and Votran usage.

Motion carried with members voting unanimously.

Chairman Cerrato asked Mr. Mayes to give an update on Commercial Development. Mr. Mayes stated he had contacted Mr. Ian Fair who is a large land owner in the activity center regarding a commerce park and passed out an e-mail response from Mr. Fair that he would be out of town but would be in touch via phone to discuss this. He stated that he is not sure if Mr. Fair is even interested in selling all or part of his land but if he is interested we would need to contact someone in the private sector to assist us. Chairman Cerrato recommended that Mr. Mayes give an update at the next meeting.

8. MEMBER COMMENTS:

Mr. Braddy stated he was good for now.

Mr. Kesler had no comments.

Mr. Desmond suggested they need to begin to boast a little by showing some posters of businesses opening in the City. Mr. Mayes suggested at the next DEDAB meeting having a running slide of some of the ground breakings and grand openings. He asked Mr. Desmond to forward a request to him to include

1 that on the next agenda. Mr. Desmond stated he wondered if it was verifiable that if people were utilizing
2 SunRail could they get a reduction in their auto insurance rate and if maybe the City Commission could
3 make contact with representatives in Tallahassee to make a suggestion that they look into legislation
4 regarding insurance premiums on behalf of Deltona. Chairman Cerrato stated he wasn't sure about the
5 underwriting but he believed the sub-committee could look into this by contacting either the Insurance
6 Commission or a local insurance company to find out if this could be done or if the legislature could even
7 mandate something like this. Mr. Mayes suggested if someone knew an insurance person they could ask
8 them or maybe invite them to a meeting. Mr. Voll volunteered to contact a couple of agents he knew to
9 ask them about any possibilities and forward any information to Mr. Mayes.

10
11 Chairman Cerrato stated he had a couple of comments. He thanked the participants and members for
12 attending the meeting. He suggested maybe having a band at some of the ribbon cuttings such as the
13 movie theaters; he is a band parent and would not mind contacting the band directors to ask. Mr. Mayes
14 suggested not waiting too long to do that as Mr. DeMarsh is looking at a December 20th opening day and
15 keep in mind that Mr. DeMarsh traditionally does his own grand opening. He added ours would be
16 ceremonial in the daytime with his in the evening with his laser show and spot lights. He agreed we
17 should have something impressive as we did at the groundbreaking. Chairman Cerrato suggested Mr.
18 Mayes speak with Mr. DeMarsh regarding the grand opening. Mr. Voll suggested he (J & J Security) may
19 be willing to co-sponsor by providing food and drinks if that would be permitted. Mr. Mayes asked Mr.
20 Voll to send him an email on that.

21
22 Mr. Mayes asked if everyone had been receiving the ribbon cutting announcements; all said they had.

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24 **9. PUBLIC COMMENTS:**

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27 **10. CONFIRMATION OF NEXT MEETING DATE, TIME AND LOCATION.**

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29 The next meeting will take place on Friday, November 18th at 3:30pm in the 2nd Floor Conference Room
30 regarding Commerce Park. Mr. Mayes stated he will have a report on SunRail at that meeting.

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32 **8. ADJOURNMENT:**

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34 **Motion was made by Mr. Braddy, seconded by Mr. Kessler to adjourn the meeting.**

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36 **Motion carried with members voting unanimously.**

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38 The meeting adjourned at 4:40 p.m.

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43 **Joseph Cerrato, Chairman**

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45 **ATTEST:**

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48 _____
49 **Janet Day, Admin. Assistant II**